

WOOD, WOTV, & WXSP, WOBC, WOGC, WOHO, WOKZ, WOLP, WOMS

Annual EEO Public File Report EEO Filing June 1, 2007

This EEO Public Report is filed in Station WOOD TV8's public inspection file pursuant to Section 73.2080(c) (6) of the Federal Communications Commission's ("FCC") rules. This report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): WOOD, WOTV and WXSP, WOBC, WOGC, WOHO, WOKZ, WOLP, WOMS for Grand Rapids, Muskegon, Kalamazoo and Battle Creek.

During the one-year period ending on May 22, 2007, the station filled the following positions listed on the following pages. The station interviewed a total of 186 people for all full-time vacancies during the period covered in this report. The recruitment sources used by the interviewees and the source used by the candidate hired is listed on page two of this report. The recruitment sources used during the period covered in this report and the cumulative number of uses of each source can be found on the on pages labeled Recruitment Source Appendix A.

The activities the stations participated in to further widely disseminate information on careers in broadcasting and job openings available can be found on the pages labeled Supplemental Activities.

FULL TIME POSITIONS FILLED 6/1/06-5/22/07

Date	Station	Position	# of Interviewees/ # of Applicants	Sources Used by Interviewees	Hiring Source	List of Recruitment Sources used for the Position
6/19/06	WOOD	Sales Executive	42/100+	14, 15, 25, 31, 35, 56, 65, 80	65	7, 10, 12, 14, 15, 18, 19, 20, 23, 30, 31, 37, 38, 39, 42, 45, 46, 48, 49, 56, 64, 66, 67, 69, 76, 78, 80, 81
7/21/06	WOOD	Regional Account Executive	1/	Internal Promotion	35	7, 10, 12, 14, 15, 18, 19, 20, 23, 30, 31, 37, 38, 39, 42, 45, 46, 48, 49, 52, 54, 55, 56, 60, 61, 64, 66, 67, 69, 70, 72, 76, 78, 80, 81,
7/21/06	WOOD	Regional Account Executive	1/	Internal Promotion	35	7, 10, 12, 14, 15, 18, 19, 20, 23, 30, 31, 37, 38, 39, 42, 45, 46, 48, 49, 52, 54, 55, 56, 60, 61, 64, 66, 67, 69, 70, 72, 76, 78, 80, 81,
7/10/06	WOOD	Building Maintenance Supervisor	12/67	1, 14, 25, 31, 35, 55, 6 5, 84,	14	1, 7, 10, 12, 14, 15, 18, 19, 20, 21, 23, 29, 30, 31, 32, 37, 38, 39, 40, 42, 45, 46, 48, 49, 55, 64, 66, 67, 69, 80, 81, 83, 84
9/25	WOOD	Account Executive	42/100+	14, 15, 25, 31, 35, 56, 65, 80	87	7, 10, 12, 14, 15, 18, 19, 20, 23, 30, 31, 37, 38, 39, 42, 45, 46, 48, 49, 56, 64, 66, 67, 69, 76, 78, 80, 81
9/26	WXSP	Account Executive	8/14	31, 35, 48, 70, 80	48	7, 10, 12, 14, 15, 18, 19, 20, 23, 30, 31, 37, 38, 39, 40, 42, 45, 46, 48, 49, 54, 56, 60, 61, 64, 66, 67, 69, 70, 80, 81
9/26	WOOD	Photographer	5/25	25/35/65/80	65	10, 12, 14, 18, 19, 20, 23, 30, 31, 37, 38, 39, 42, 45, 46, 48, 49, 54, 60, 63, 64, 66, 67, 69, 80, 81
10/23	WOOD	Account Executive	13/58	25, 56, 80	25	10, 12, 14, 15, 18, 19, 20, 23, 30, 31, 37, 38, 39, 42, 45, 48, 49, 54, 56, 57, 60, 64, 66, 67, 69, 80, 81

11/1	WOOD	Account Executive	13/58	25,56,80	87	10,12,14,15,18,19,20,23,30,31,37,38,39,42,45,48,49,54,56,57,60/64,66,67,69,80,81
12/11	WOOD	Director of Marketing	9/75	33,35,45,46,48,56,	56	7,10,12,14,18,19,20,23,30,31,33,35,37,38,39,42,45,46,48,49,54,56,60,61,64,66,67,69,74,76,78,80,81
1/2	WOOD	Reporter	3/25	25,48,80,	25	3,7,10,12,18,19,20,23,30,37,38,39,41,45,46,47,48,49,54,58,59,60,61,62,64,66,67,69,71,76,75,77,80,81
1/29	WOOD	Business Office Administrator	1	Internal Promotion	35	7,10,12,14,15,18,19,20,23,30,31,39,42,45,46,48,62,64,66,67,69,80,81,82
2/29	WOOD	Sales Assistant	14/200+	15,35,80	35	4,7,10,12,14,15,18,19,20,23,26,30,31,32,37,38,39,40,42,45,46,48,49,54,60,61,62,64,66,67,69,76,78,79,80,81,
3/19	WOOD	Content Editor	15/101	28,31,35,41,65,80,	87	7,10,12,13,14,18,19,20,21,23,26,29,30,31,32,39,41,42,45,46,48,49,54,59,60,61,62,64,66,67,69,76,78,79,80,81,82,83
4/30	WOOD	Fred Corbus	7/100+	15,25,31,70,80	70/25	6,7,10,12,14,15,18,19,20,23,30,31,39,42,45,46,48,49,52,54,60,61,62,64,66,67,69,70,72,76,78,80,81

Recruitment Sources Appendix 1

	Company	# of uses	F Name	L Name	Add 1	Add 2	Add 3	City	State	Zip	Work Phone	Internet Address (All preceded by www.)
1	Advance Newspaper	1	This publication sent to 43 communities from Holland to Grand Rapids MI		Advance Newspaper	2141 Port Sheldon Road		Jenison	MI	49429	616 669 2700	Advancencenewspapers.com
2	Agent Notification											
3	AirTalent	1	Chris	Kellogg		7851 South Memorial	Suite 7104	Tulsa	OK	74133	888 666 2838	Airtalents.com
4	Aquinas College	1	Loretta	Simpson	Aquinas Center	1607 Robinson Rd		Grand Rapids	MI	49506	616 632 8900	simsolr@aquinas.edu
5	Asian American Journalists Assoc.		Albert	Lee	Job Placement Office	1182 Market Street	Suite 320	San Francisco	CA	94102	415 346-2051	aaaja.com
6	AWRT	1			AWRT	8405 Greensboro Dr	Suite 800	McLean	VA	22102	703 506 3290	Awrt.org
7	BCS (This company widely disseminates job openings to over 200 potential regional or national sources.)	12	Chip	Weinman	BCS	106 Old Court Rd	Suite 300	Baltimore	MD	21208	866 227 4336	info@BCS-ok.com
8	BDA Promax		Anush	Payasiyan	BDA/Promax	9000 W Sunset	Suite 900	Los Angeles	CA	90069	310 788 7600	Bda.tv
9	Battle Creek Enquirer		Gina	Jackson	Battle Creek Enquirer	155 W Van Buren		Battle Creek	MI	49017	269 966 0578	battlecreekenquirer.com
10*	Bretton Health Center	15	Kimberly	Martin	Bretton Health Center	1925 Bretton SE		Grand Rapids	MI	49503	616 252 4100	Kimberly.martin@metrogr.org
11	Broadcast & Cable		Yuki	Atsumi	Reed Business	360 Park Ave South		New York	NY	10010	646 746 6949	reed.business.com
12*	Broadcast & Cinematic Arts	15	Dr Peter	Orlik	Dr Orlik	340 Moore Hall	Central Michigan Univ	Mt Pleasant	MI	48859		bca.cmich.edu

	Company	# of Uses	F Name	L Name	Add 1	Add 2	Add 3	City	State	Zip	Work Phone	Internet Address (All preceded by www.)
36	ITT Technical Institute		Jennifer	Hance	Career Services	4020 Sparks DR SE		Grand Rapids	MI	49546	800 632 4676	jfrance@itt-tech.edu
37	Job Connection On Air	11	Kris	Murphy	WOOD TV	120 College SE		Grand Rapids	MI	49503	616 456 8888	Woodytv.com
38	Job Connection On Line	15	Dave	De Jonge	WOOD TV	120 College SE		Grand Rapids	MI	49503	616 771 9650	Woodytv.com
39*	Job Line	15	Amanda	Fitch	Job Line	6143 1/2 28th St SE	Suite 10A	Grand Rapids	MI	49546	616 949 2424	
40	Jobs4Michigan	1	Kurt	Wiegand	LabstestInc	7615 Grasmere Dr	Attn:Jobs4 Michigan	LandOakes	FL	34637	800 866 6082	jobs4michigan.com
41	Journalism Jobs	2			Journalism Jobs			Berkeley	CA		510 653 1521	ads@journalis.jobs.com
42	Kalamazoo Gazette	14	Bev	Kison	Kalamazoo Gazette	401 S Burdick		Kalamazoo	MI	49007	616 388 8404	KalamazooGazette.com
43	Kendall School of Design		Career Center		Kendall School of Design	17 Fountain St		Grand Rapids	MI	49530	616 451 2787	Kcad.edu
44	Lansing State Journal	1	Kelly	Page	Lansing State Journal	120 E Lenawee St		Lansing	MI	48919	517 377 1141	lsj@gannetonline.com
45	LIN Television Corp	15	Eleanor	Ferreira	LIN TV	One Richmond Square	Suite 30 E	Providence	RI	02906	404 454 2880	linrtv.com
46	LIN Television Website	15	This site provides a link to our website as well as other LIN stations			LIN TV	Suite 30 E	Providence	RI	02906	404 454 2880	linrtv.com
47	Lost Remote	1	Cory	Bergman	Lost Remote			Seattle	WA	98104		jobs@lostremote.com
48	Mlive	14			Mlive	339 E Liberty St	Suite 210	Ann Arbor	MI	48104	734 997 7090	Mlive.com
49*	Medialine	15			Careers	PO Box 51909		Pacific Grove	CA	93950	800 237 8073	medialine.com
50	Mediabiz		John	Stipe	Mediabiz	PO Box 10123		Bozeman	MT	10123	406 570 9263	jstipe@mediabizjobs.com
51	Mediabistro		Nancy	Hwang	Mediabistro	494 Broadway	4 th Floor	New York	NY	10012	212 929 2588	nancy@mediabistro.com
52	Media Headhunter/TVBR Report	3	Jim	Carnegie	Media Headhunter	2050 Old Bridge Road	Suite B-01	Lake Ridge	VA	22192	703 492 8191	jcarnegie@rbe.com
53	MediaRecruiter				MediaRecruiter	20456 E Orchard Place		Centennial	Co	80016	303 400 5150	jim@mediarecruiter.com
54	Mich Assoc Of Broadcasters	15	Sarah	Beeskow	Jobbank	MAB	819 N Washington	Lansing	MI	48906	800 968 7622	michmab.com
55	Michigan Works	3	Terry	Sand	Michigan Works	2500 Kerry St	Suite 210	Lansing	MI	48912	517 371 1100	info@michiganworks.com
56	Monster Inc	8			Monster Inc	Suite 500		Maynard	MA	01754	312 616 5687	SEAN.FLYNN@MONSTER.COM
57	Muskegon Chronicle	1	Renee		Muskegon Chronicle	PO Box 59		Muskegon	MI	49443	616 783 3161	muskegonchronicle.com
58	NABJ	1	Warren	Paul		8701 A Adelphi RD		Adelphi	MD	20783	301 445 7100	nabj.org

	Company	F of # uses	Name	L Name	Add 1	Add 2	Add 3	City	State	Zip	Work Phone	Internet/Email Address (All preceded by www.)
59	NAHJ	1			1000 National Press Bldg	529 14th Street		Washington	DC	20045	202 662 7145	nahj.org
60	NASBA	11	This site is linked to State Broadcasters Associations nationwide									Careerpage.org/statlink.html
61	National Assoc of Broadcasters	8	Karen	Hunter	NAB	1771 N Street NW		Washington	DC	20036	202 429 5300	nab.com
62*	National Academy of TV Arts and Sciences/MT	5	Michelle	De Souza	MT Chapter NTA		PO Box 251937	W Bloomfield	MI	48035	248 592 0086	mdes003@yahoo.com
63	National Press Photographers Association	1	Billy	Suratt	NPPA	3200 Croasdale Dr	Suite 306	Durham	NC	27705	919 383 7246	Nppa.org
64*	New Life Christian Center of Muskegon	3	Pastor Joe	Lane	New Life Christian Center	1624 Hoyt St		Muskegon	MI	49442	231 726 3019	lanetoel@yahoo.com
65	Non Employee Referral											
66*	Olivet College	15	Jane	Rhodes	Olivet College	320 South Main Street		Olivet Michigan		49076	269 749 6609	jrhodes@olivercollege. edu
67*	Restorers Inc	15	Georgia	Johnson	Restorers Inc	1413 Madison SE		Washington	MI	49507		
68	RTNDA				RTNDA	1000 Connecticut NW		Southfield	DC	20036	202 659 6510	rtna.com
69*	Specs Howard School of Broadcast Arts	15	Kevin	Seguin- Scollin	Spec Howard	19900 West Nine Mile Rd		Southfield	MI	48075	248 358 9000	specsoward.edu
70	SpotsnDots	4	Dai	Korba	Sell TV	360 Park Ave South		New York	NY	10010	607 729 7331	spotndots.com
71	Talent Zoo	1			Talent Zoo	1736 Defoor Place		Atlanta	GA	30318	404 607 1955	TalentZoo.com
72	Television Bureau of Advertising	3	Hope	Etheridge	TVB	3 East 54th St		New York	NY	10022	212 486 1111	www.tvb.org
73	Television Week		Eric	Chasko	Crain Communications Bvld	6500 Wilshire	Suite 2300	Los Angeles	CA	90048	323 370 2400	tvweek.com
74	TV Guru	1			Sent through TV Spy.com							TheTVguru.com
75	TV and Radio Jobs		Michael	Madden	TV and Radio Jobs	27034 Helmond Dr		Calabasas	Ca	91301	818 879 0858	
76	TVJOBS	9	Mark	Holloway	TVJOBS	PO Box 4116		Oceanside	CA	92502	877 988 9808	tvjobs.com
77*	TV News Gigs	4	Stacey	Chaloux	TV News Gigs	318 SE Jackson St		Lee's Summit	MO	64063	816 267 0316	info@tvnewgigs.com
78	TVSPY	8	Steve	Warley	Vault.com Inc	150 W 22nd Street	5th Floor	New York	NY	10011	212 366 4212	tvspy.com
79	Western Michigan University	2	Career	Center	Career Services	Western Michigan Univ		Kalamazoo	MI	49008	269 387 2745	Erecruitingnetwork.com
80	WOODTV Job Connection Website	15	Dave	DeJonge	WOODTV	-120 College SE		Grand Rapids	MI	49503	616 456 8888	woodtv.com
81	WOIV Job Connection Website	15			WOIV4	120 College SE		Grand Rapids	MI	49503	616 456 8888	wotv.com

82	Holland Sentinel	2	Judy	Kievit	Classifieds	54 West 8 th St		Holland	MI	49426	800 546 4204	Judith.Kievit@hollandsentinel.com
83	College Matrix (This is an extension of Career Matrix which sends to local Colleges)	2	Tim	Colthrop	College Matrix	1514 Wealthy SE	Suite 258	Grand Rapids	MI	49506	616 241 1638	tim@careermatrix.com
84	Michigan Talent Bank	1									888 253 6855	Mtciworks.org
85	Broadcast Engineering		Susan	Schaefer	Broadcast Engineering Magazine	9800 Metcalf		Overland Park	KS	66212	484 478 0154	Susan.schaefer@penton.com
86	TV Technology		Caroline	Freeland	TV Technology	PO Box 1214		Falls Church	VA	22041	703 998 7600	cfreeland@imaspub.com
87	Retired Employee	1										
88	Society of Broadcast Engineers		Scott	Jones	SBE	9102 North Meridian Street	Suite 150	Indianapolis	IN	46260	317 846 9000	kjones@sbe.org

*indicates a request from organization for notification of all open positions
(Date of request listed below)

Organizations requesting notification of Job Opportunities

2003		2004		2005		2006		2007	
10/3	Broadcast & Cinematic Arts	5/4	Oliver College	6/7	Breton Health Center	1/13	Medialine	1/12	National Academy of Arts/ MI
12/3	Restorers Inc	7/4	Job Line	12/21	Collective Talent	4/27	Come As You Are Church	1/19	GR First Church
		12/4	Specs Howard School of Broadcasting			7/27	New Life Christian Church	2/1	TV News Gigs
								3/4	Deliverance Outreach Ministry

Supplemental Outreach Initiatives

(June 1, 2006 thru May 22, 2007)

FCC Menu Categories

1*	Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2	Hosting of at least one job fair
3	Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4*	Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues.
5*	Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment
6	Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7*	Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting
8*	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.
9	Establishment of a mentoring program for station personnel
10*	Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.
11	Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12	Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13	Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14	Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.
15	Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.
16	Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities

Menu Category
 *(from list above)

Brief Description of Activity Including Date's and Station Staff Involved

Event	Date	Participants (Have Substantial Responsibility in Making Hiring Decisions)	Description
1 West Michigan Career Fest	10/19/06	Eva Aguirre Cooper, Joy Wellington, Dee Morrison, Jenn Moss, Craig Siskonen	Provided listings of job openings at all stations. Counseled job applicants in techniques to facilitate entry into broadcast fields.
2 Ottawa/Muskegon ISD Career Fair	4/20/07	Eva Aguirre Cooper, Brett Thomas, Bill Steffen	Provided listings of job openings at all stations. Counseled job applicants in techniques to facilitate entry into broadcast fields.
3 CMU Career Fair	3/31/07	Dan Boers, Josh Witzke,	Discussed career choices in broadcasting and the technical advances in news broadcast.
4 MABF Career Fair	3/14/07	Kevin Vanderkolk, Eva Cooper, Sue Laemers	Provided listings of job openings at all stations. Counseled job applicants in techniques to facilitate entry into broadcast fields

As a station we participated in career days, mentoring workshops, career fairs, and journalism workshops sponsored by organizations. (4 examples are listed below)			
1 Junior Achievement Job Shadow Program	3/8/07	Julie Pierce, Jamie Allen, employees in 8 departments	We sponsored a Job Shadow program through Junior Achievement that allowed 20 - 30 students to participate in a 1/2 day experience in aspects of television broadcasting as a career
2 Leadership Academy Conference	7/20/06	Jennifer Moss	Talked to students about careers in Broadcasting.
3 Job Corp	4/30/07	Jennifer Moss	Encourage students and talk about jobs in the Broadcasting field
4 Byron Center Rotary Meeting	3/6/07	Terrl DeBoer	Careers in weather and presentation of weather tools and forecasting

5	Internship Program	6/4/06-5/31/07	News, Sales Community Affairs, Internet, Weather, Production, Marketing, Promotion, Programming Departments	We have established an internship program to assist students in the community to acquire skills needed for broadcast employment. This filing period we had 43 interns representing 19 colleges or universities. (For full list, see below) The internships are unpaid and can be coordinated for class credit. We actively recruit interns by sending out a quarterly notification of availability to local colleges, local newspapers, posting on our websites, as well as those organizations that requested notification of job opportunities. These internships generally run three months or the length of the term. Interns learn about the broadcast industry from all angles. Those in News go out on stories with
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reporters as well as man the assignment desk; while those in Sales will learn everything from scheduling of spots to working with Account Executive in selling advertising.

7	Scholarship Sponsorship	6/1/06-5/31/07	Elizabeth Hulst of GVSU was our 2007 recipient.	Again this year we established through the Michigan Association of Broadcasters Foundation, a \$1000.00 scholarship for a student pursuing a career in the broadcasting / journalism field. This scholarship is paid directly to the student's college or university and is used to help pay off their student debt. The student needs to be an actively enrolled Junior or Senior in a Broadcast related field in a Michigan institution. They will need to provide a resume, cover letter, letters of recommendation and an essay of 200-300 words explaining why they want to go into a broadcast career. This opportunity is posted on our website as well the MABF website and sent to Michigan colleges and universities. In addition to the \$1000.00 award we also provide the opportunity for an unpaid internship at their convenience and in the department of their choice. The award is based on the essay, need, cover letter, recommendations and resume in that order and judged by a panel of at least 10 employees from different departments.
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8	Aquinas College Program	6/1/06-5/31/07	Various Employees	We offer further education in the employee's chosen field by allowing full time employees to expand their knowledge in their field and earn a degree. We will pay for classes (2 per semester) that are related to their current job responsibilities and encourage employees to gain additional job related skills. The employee must receive at final grade of "C" or better and receive approval of the Department Head to attend classes. Our program goes through a local college (Aquinas College) in Grand Rapids, MI. This past year we had 7 employees sign up to take advantage of this opportunity.
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As a station we participated in career days, classroom discussions on: weather, investigative reporting, reporting the news, writer's workshops, women in broadcasting and broadcasting as a career sponsored by educational organizations. (4 examples are listed below)

10	1 National Broadcasting Society	11/4/06	Brianne Frucci Tucker	A career in broadcasting was the focus of this Convention, open to students in the broadcast field.
	2 James Madison College Career Day	2/10/07	Brian Sterling	Panel member to discuss broadcasting careers and careers in News.
	3 WMCAT	7/19/06	Jennifer Moss	Talk to students about careers in Broadcasting
	4 Hispanic College Day	4/26/07	Eva Aguirre Cooper	Career Panel for WMU to present available career paths in the Broadcasting/ Journalism Field.

Interns June 1, 2006-May 31, 2007

Intern Sources this reporting Period-Period from June 1, 2006 -May 31, 2007			
College or University	# of students	College or University	# of students
Alma College	1	Grove City College	1
Andrews University	1	Grand Rapids Community College	1
Aquinas College	2	Grand Valley State University	14
Calvin College	5	Hobart & William Smith College	1
Central Michigan University	3	Marquette University	1
Columbia College	1	Michigan State University	2
Cornerstone University	1	Muskegon Community College	1
DePauw University	1	Northern Michigan University	1
Full Sail College	1	University of Michigan	4
		Western Michigan University	1
		Total	43